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Transcript

DATE June 25, 1997
TIME 11:00-11:30 PM (PT)
STATION KFMB-TV(CBS) Channel Eight
LOCATION San Diego
PROGRAM News 8 Nightside

Denise Yamada, co-anchor:

As the Marlboro Van rolled into town today, anti-smoking protestors made a trip out to greet it. (Visual of Marlboro Van)

Unidentified Protestors: (chanting) Hey, hey, Marlboro Man, get inside your Marlboro Van. Take your butts away from here. Don't forget your Marlboro gear. (Visual of protestors). (Visual of American Lung Association banner)

Yamada: The van is parked in front of the 7/11 store on the corner of Fifth Avenue and Spruce. It's selling all sorts of active gear such as hats and t-shirts. The American Lung Association says this is the perfect example of how tobacco companies are targeting teenagers. We checked the News Eight Fact File, and found that statistics show three thousand teenagers start smoking every day, and the problem is growing. Here in California, seventy-three thousand teenagers get hooked every year. And the smoking rate for high school seniors exceeds that of adults. Sixty-five percent of children who smoke use Marlboro products. (Graphic of Smoking Statistics: 3,000 start each day, 73,000 get hooked each year, More high school seniors, 65% smoke Marlboro)

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